

## Face D and Ludovica + Roberto Palomba join forces for Fuorisalone 2021.

"**Simple but not simplistic**", is how Face D defines the installation that Ludovica and Roberto Palomba created for the brand for Design Week 2021.

With its participation in the Fuorisalone, Face D, the **Italian dermocosmetics brand**, confirms its design-focussed personality behind the quality of its effective formulas.

"The installation symbolises the structure of an enlarged epithelium – a sort of transparent beehive – which sets the tone for the brand's story", according to **Ludovica and Roberto Palomba**.

The **NHOW hotel in Milan's Tortona district** will host the installation that is the result of this collaboration, a sign of the affinity that Face D feels with the world of design, which has been an integral part of its philosophy from the outset, and which is expressed both in the brand's minimalist identity and in the aesthetics of its products.

**Modern, appealing, minimal and refined** are the distinctive values that Face D asked Ludovica and Roberto Palomba to convey in communicating the brand's essence in an immediate and direct way. The result? An installation with **clean shapes** and striking visual impact. Simple but not simplistic, just like Face D.

The choice of a **totally transparent** interlocking structure made up of Plexiglas panels expresses the affinity with the brand's approach.

Face D is the most suitable answer to a daily routine designed to target specific needs and common problems alike, while also taking into consideration time pressures and space constraints. A skincare formula that is 100% made in Italy, scientifically tested and offering effective and efficient solutions conveyed by the brand in a transparent, sincere, and direct way. Face D gives immediate results and long-lasting benefits. Face D is NOW & FOREVER.

# Face D

DERMOCOSMETICS

The floor and ceiling are made of lit screens, and the light that passes through the entire structure creates reflections and refractions along the edges of the panels, which enhance the sensory component.

The entire installation is enclosed in a case. In addition to Face D products, the shelves also contain objects that, through colour, transparency, their materials and symbolism, evoke the idea of cosmetics as skin nourishment and feeling good about oneself.

The result is an **ode to the world of design** in which each element is used rationally through a play of light, transparency and clean shapes, which favour an immediate visual association with the product and a direct and engaging sensorial experience.

What emerges is an image that **abandons the superfluous** in favour of the necessary in an imposing visual layout in which every communicating element goes straight to the point, with a specific function and a precise objective fully in line with the brand's style.

The installation will be on display at the Nhow Hotel in via Tortona (Milan) from 4 to 15 September.

**Face D NOW & FOREVER.**

Faced.com

Press contact:

[info@marialicci.com](mailto:info@marialicci.com)

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